68

Consumers' Guide

NOW THE CANNERS CAN UNITE TO TAKE THAT **BLINDFOLD** OFF

See page 2

JUNE 11
1934

NOW THE CANNERS CAN UNITE TO

TAKE THAT BLINDFOLD OFF

WHEN PRESIDENT ROOSEVELT signed the Canners' Code on May 30, he made this provision:

> "That the industry shall designate a committee whose membership shall be subject to the approval of the Administrator and who shall cooperate with the Administrator in the formulation of standards of quality for products of the industry and to make recommendation to the Administrator within 90 days for the inclusion in said Code of provisions with respect to such standards and labeling requirement."

CANNERS have a chance now to act together as an industry to give consumers facts they need to know to make wise purchases... to help consumers see inside the cans by putting informative labels on them ... to give consumers the same chance to know what they are buying that canners have to know what they are selling.

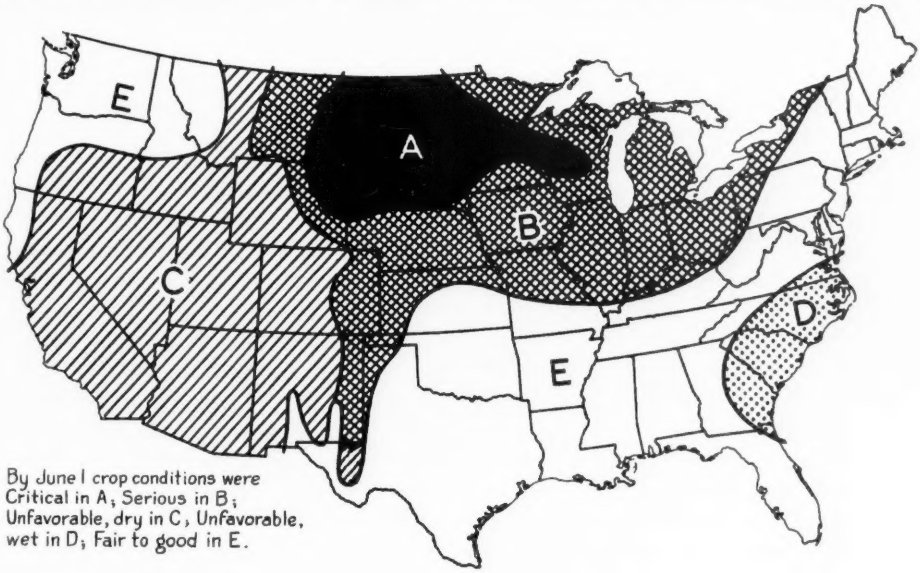
MANY HOUSEWIVES have already told the grocers they "would like to see government supervision and the label of the Bureau of Agricultural Economics on canned and bottled food labels". The National Association of Retail Grocers recently questionned housewives in Minnesota and Illinois and found that 96.6 percent of them voted overwhelmingly for government standards.

IF YOU want to encourage the industry to do a thorough job of formulating standards and requirements for informative labels, take the trouble now to write to the manufacturer of every canned product you buy. This may mean money in your pocket.

Frederic C. Howe

Consumers' Counsel

CONSUMERS FACE THE FARM DROUGHT



By June 1 crop conditions were Critical in A; Serious in B; Unfavorable, dry in C, Unfavorable, wet in D; Fair to good in E.

SUPPOSE you could count tons of water at the rate of two each second, 24 hours a day, and 365 days a year, without stopping.

HOW LONG do you think it would take to count the shortage of rain in one State in the last twelve months?

500 YEARS OF CEASELESS COUNTING, the Weather Bureau answers. That's Ohio's twelve-months' shortage. And Ohio is only one of the many States suffering from drought.

THIS GREAT DROUGHT of 1934 is the worst, experts say, that has ever happened at this time of the year. It is blighting a greater territory than any other, stretching its deadening hand over a half dozen great States — North Dakota, South Dakota, Minnesota, Wisconsin, Montana, Wyoming, and parts of other States.

TIME WAS, when droughts came to parch his fields, starve his cattle, and dry up at the grass roots every chance for a livelihood, that a farmer could move on to more fertile fields. Now he must stay and face it out with nothing to do but watch the wind blow the dry earth away.

SUCH A national calamity brings up starkly two kinds of problems. One is the need for immediate relief to the farmers and their families. Another, the need for controlling our agricultural production. Action on the first must be quick; on the second, more deliberate.

ALL THE AREA affected has been carefully mapped out. Those suffering most acutely are classed as "emergency drought areas". By the end of May, well over 100 counties in the Dakotas, Minnesota, Texas, and Wisconsin have been so identified.

IN THESE COUNTIES, the AAA has started purchasing cattle from the farmers. Cattle that are more than skin and bones will be turned over to the FERA for

processing and canning and distributing to needy families. Unfit animals will be destroyed. Some cattle will be returned to the more fortunate farms for necessary "subsistence" units -- to guard against any future shortage.

DROUGHT AREAS not requiring immediate cattle purchases are classed as "secondary" . There may be still a chance in such areas -- nearly 200 countries in 12 States -- to grow a late crop of forage.

OTHER FINANCIAL relief will come through advancing payments to farmers who sign up to cooperate in the cattle program. Farmers who agreed to plant 54 percent of their normal wheat acreage, but are now faced with no production at all, will get their benefit payments just the same. Agreements on the use of acres withheld from basic crops are now modified to ensure sufficient forage crops.

TO GIVE farmers the chance for more immediate cash, the FERA is planning jobs -- jobs building roads, building school houses, making repairs -- speeding up work for which there is no time in better weather.

DROUGHTS not only threaten the existence of farm families. They make us stop and take account of the nation's food supply.

DESPERATE though this drought has proved to be already, and still more desperate though it may prove to be, there seems to be no cause for fearing it will result in a food shortage.

TAKE WHEAT. In a normal year, the people of the United States eat and feed to animals and save for seed for next year's crop 625 million bushels of wheat. That is a fair estimate of what we need for next year, because the demand for wheat doesn't vary much from year to year.

ONLY ESTIMATES can be made now of how much wheat will actually be harvested. But as closely as can be figured, the amount of winter wheat is forecast at some 440 million bushels -- maybe only 400 million. But then there's spring wheat. If the weather should continue as abnormally dry and hot in June as it has been in May, the spring wheat crop might be as small as 125 million bushels.

THAT MAKES a total of 565 -- or maybe 525 -- million bushels. But that isn't all.

ADD TO these new crops the wheat left over from the past two years' crops. That carry-over amounts to some 260 million bushels, making a grand total of wheat supplies of probably 785 million bushels -- 160 million more than we usually consume in this country in a year and 40 million bushels greater than the pre-depression carry-over.

TO CONSUMERS -- and far-

mers -- the size of our food supply is important mainly for its influence on price. What affect is the drought likely to have on prices?

NO ONE can give an exact answer to this question -- especially since it is too early to predict accurately the effect of the drought on production. But here are some facts that will have an important bearing on prices:

<u>WHEAT</u> As long as somestic supplies are enough to cover the needs of consumers in this country, wheat prices will be determined largely by the world situation. If there were a series of drought years and the stocks of wheat in this country disappeared we might have to import wheat. Then prices would rise... to the world price level plus freight and tariff. For this year, at least, there is no likelihood of such a situation.

<u>BEEF</u> Prices of beef will depend largely on the efficiency of the program of AAA and the FERA in giving relief to farmers, in destroying unfit cattle, in keeping surplus meat out of commercial channels. If beef producers have to throw large numbers of cattle on the market because of lack of feed, prices might be forced down at least temporarily--- Transfer of "subsistence units "of cattle to fertile farms is one measure being taken to guard against too severe a rise in price later.

<u>CORN</u> Last year's crop was bad. Farmers had to pay high prices for feed for their stock. Whether this year's crop will be affected by the drought cannot be told just yet. 290 million bushels of corn are being held in storage as collateral against loans made to corn farmers. Most of this corn will probably be used by the farmers on their neighbors for stock feed. It is not likely that the part going into commercial channels will affect the farm price much.

<u>MILK</u> Due to poor pasturage, the high cost of feed, and a lower volume of production than last year, there may be a somewhat smaller milk supply in some sections. This may result in higher prices. Already butter prices are behaving contrary to their usual seasonal manner.

<u>HOGS</u> High feed costs are sending large supplies of hogs to market, with the result that prices to farmers are depressed. Usually a period of high feed costs and low prices of hogs leads to reduced supplies several months later. If the drought results in low production of feeds and high prices it will have a tendency to reduce the supply of hogs next fall and in 1935 --- Until then consumer prices should not go shooting up.

NOT ONLY for the farmer -- but for consumers, too -- planning against droughts is one of the most important jobs the country has to tackle.

DROUGHT'S DONT usually happen in successive years but they must be provided against. Uncertainty of weather makes it more difficult to plan farm production than to plan factory production. But it is possible to work out -- by experiment -- a margin of safety which will take care of just such emergencies as this year's. Furthermore, it is possible to plan for a reserve which will meet our food needs and yet not depress prices farmers receive for their work.

THE DROUGHT this year may possibly carry some farm prices up to parity -- the goal set in the agricultural program. While it may make further reduction of production unnecessary in some cases this season, the problem of production control will be with us for years of drought are invariably followed by good crops, and farmers usually overexpand in years following high prices.

FARMERS' INCOME IN APRIL

Those dates at different levels show the ups and downs of farmers' gross income in April of each year. It was:

722	millions	in	April	1929
676	"	"	"	1930
497	"	"	"	1931
349	"	"	"	1932
311	"	"	"	1933
388	"	"	"	1934

April 1934 figure includes 7 million dollars -- payments for the farmers' part in our national agricultural adjustment.

FARMER, HOUSEWIFE,

RETAIL PRICE OF FOOD IN MAY

Watching pennies is the housewife's big job. Farm prices up, wages up -- what is this costing the housewife for the family's food? For every $1.00 food cost in 1913, the same food cost:

$1.53	in	May	1929
$1.50	"	"	1930
$1.21	"	"	1931
$1.01	"	"	1932
93¢	"	"	1933
$1.08	"	"	1934

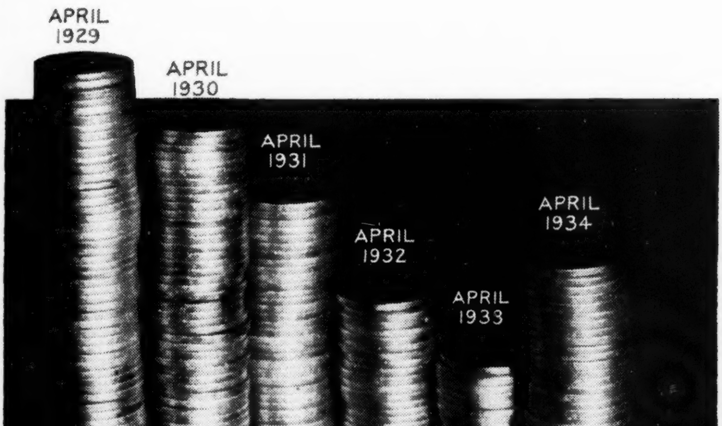
FACTORY JOBS IN APRIL

Ups and downs of factory workers are important to farmers. The more work they have the more there is to spend on farm products.

For every 100 people at work in factories in the average month of 1923-5 there were:

105	in April,	1929
96	" "	1930
81	" "	1931
66	" "	1932
60	" "	1933
82	" "	1934

AND FACTORY WORKER



FACTORY PAY IN APRIL

For every $1.00 paid out in factory payrolls in the average month of 1923-5, there was paid to factory workers in

April,	1929 ...	$1.13
"	1930 ...	98 ¢
"	1931 ...	74 ¢
"	1932 ...	49 ¢
"	1933 ...	39 ¢
"	1934 ...	67 ¢

These are changes in the total lump sum of factory wages, not individual workers' earnings. Factory workers form just one of the many kinds of non-farm workers and consumers.

BREAD-SPREADS *here and abroad*

How the farmer's share in the consumer's bread dollar compares in 4 countries

IF YOU GAVE the bakers in this country ---free of charge --- all the ingredients they put into your bread, you would still be paying more for your bread than people in England, France, or Hungary pay for theirs.

Lots of people are questioning the efficiency of our system of processing, distributing, and marketing.... One way to judge its efficiency is to compare the spread between farm and city prices at home and abroad.

The facts given here about England, France, and Hungary are only the preliminary facts of a more intensive study of foreign prices which will be reported later in the GUIDE.

Their importance lies in showing how little the farmer gets of the American consumer's bread dollar.

THIS IS ONE of the discoveries of the Bureau of Agricultural Economics made when it began studying bread prices in these four countries.

PUT IT ANOTHER WAY; the costs of making, distributing, and selling bread here are greater than the whole cost of the average loaf of bread in these three foreign countries.

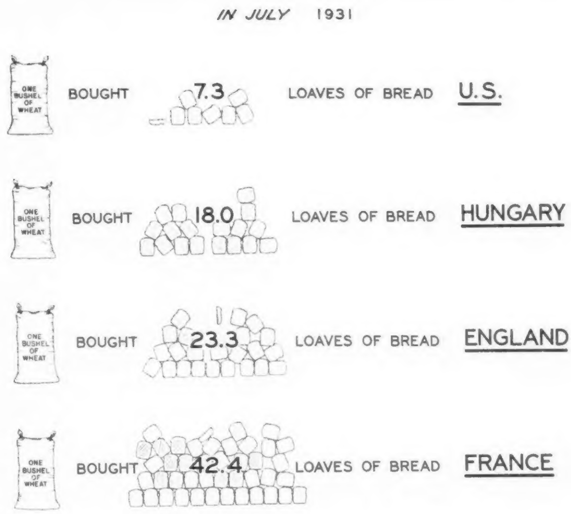
CONSUMERS of wheat bread in the United States, this Bureau finds, have been consistently paying more than consumers in England, France, and Hungary.

COMPARED with 4.7 cents paid for a pound loaf of bread in England, 3.9 cents in France, 4.1 cents in Hungary -- all in July, 1928, American consumers were paying 9.2 cents --- more than twice as much as in any of the other three countries. Five years later, the price in this country had come down two cents a pound loaf -- to 7.2 cents -- but it

was still three cents higher than the highest of the three foreign average prices.

NOT ONLY DO consumers here pay more for bread, but wheat cost just about the same in England and Hungary and more in France during these five years.

WHEAT PRICES, at wholesale, in the United States averaged less than any of the three in July, 1928. At that time it was 133.6 cents. There was a severe falling off in 1931 and 1932, but by July, 1933, the average was 102.4 cents. This was more than the price at that date in England and Hungary but considerably less than the price in France.



NOW LET'S SEE how many loaves the wheat farmer -- who produces the chief ingredient of bread -- can get for his labor.

IN ALL THREE of these European countries, the Bureau of Agricultural Economics says, the wheat farmer can buy back a great deal more bread in return for a bushel of wheat than he can get in the United States.

AT THE <u>most</u> favorable time between July, 1928, and July, 1933, -- and this was in July, 1929 -- a bushel of wheat sold in the United States at wholesale would buy 15.3 pounds of bread in the retail store. At the same time, the English wheat producer could have exchanged a bushel of wheat for 31.3 pounds of bread; the Hungarian producer, for 32.2 pounds; and the French producer, for 44.9 pounds.

AT THE <u>least</u> favorable time -- July, 1931 -- the American wheat producer could exchange a bushel of wheat for only 7.3 pounds of bread. At the same time, the Hungarian producer could exchange a bushel of wheat for 18.0 pounds; the English producer for 23.3 pounds; and the French producer for 42.4 pounds -- almost <u>6 times</u> as much bread as the American producer could get.

PUT THESE facts to any baker, and probably the first explanation that he will offer will be that higher bread prices in the United States may be due to differences in bread formulas. "Bread" may mean very different kinds of food in different places. A pound of American bread generally includes more milk, shortening, and some other products than a pound of European bread. Over against this, European bread usually includes more flour.

THIS EXPLANATION, though, isn't good enough. Even if the wholesale cost of all bread ingredients is substracted from the consumer price, the cost that remains is usually higher than the total retail price in the three European countries.

NOW, try out another baker. Maybe he will tell you how much more conveniently packaged American bread is compared with the European. A great deal of bread in the United States, perhaps most of it, is wrapped in air-tight cellophane or waxed paper. Keeps it fresh, clean, free from contamination in handling. Furthermore, much of it is sliced for you -- so much more convenient, less loss from cutting it yourself, and so on!

CERTAINLY these differences in packages add to the cost. But can the bakers tell consumers how much it adds? And can consumers tell the bakers how much they value these extra devices? Would consumers rather forego these extras in favor of cheaper bread? How about YOU?

STILL ANOTHER BAKER may have an explanation for higher bread cost in the United States. "Wage rates here," this third baker may explain, "have been higher than in these three European countries. Furthermore, if you know anything about European bakeries you will know that much of the bread made there is made in small family shops in which all or most of the labor is provided by the family. Since standards of living in these countries have been generally lower than in the United States, the family bakery can make a satisfactory living from an income which would not be adequate to support the average American family."

MUCH OF this is true. Whatever advantages workers in American bakeries have over workers in European bakeries should be protected -- even increased.

WHAT WE don't know very much about is what these superior labor conditions actually average per pound of bread. Higher wages paid to bakery workers in the United States may be off-set by the greater labor efficiency of the American factory system.

PROBABLY THE MOST important labor costs come after the bread is baked. The greater amount of service in distributing and selling bread here makes the cost of getting bread from the factory to the consumer higher. Most of the bread in European countries is made in small bakeries and sold directly to the consumer, often without delivery. In the United States, most bread is made in large bakeries and distributed through retail stores. Even when the retail store does not deliver bread to the home, the costs of retail selling are high in the United States and absorb a considerable part of the bread consumer's dollar.

In fact, the American retailer alone often receives more for selling a loaf of bread than the farmer gets for producing the wheat from which the bread was made

---

IF FARMERS are to get a greater share of the consumer's bread dollar -- and consumers get their bread cheaper -- the first job is to know all the facts about cost. The Bureau of Agricultural Economics is doing a valuable part of this job by digging up the facts on foreign bread and wheat prices. We'll tell you more of their findings later

CONSUMER-FARMER BRIEFS FROM WASHINGTON

HERE'S the straight to housewives on the new processing tax on sugar. Despite reports in newspapers, the tax should not make the price of sugar to housewives any higher than it was last February. There might be a rise -- not more than half a cent -- over the price you paid for sugar sometime between February and June 8. For this reason: in anticipation of a tariff reduction, the price shaded off during these months. On June 8 the actual tariff reduction goes into effect. A half cent a pound comes off the tariff and a half cent goes on in the form of a processing tax. These changes balance each other.

CONSUMERS as well as producers and distributors are represented on the new Milk Industry Board created for the Detroit Milk Shed area under its Federal license and marketing agreements.

MORE INCOME and more comfort for farmers and their families is the possibility suggested by a recent Bureau of Agricultural Economics' survey of small factories in small towns and open country, which shows they are doing well. Such factories located in sections where commercial agriculture cannot succeed in competition with the better lands,.would give the farmers part time employment at least and permit them to continue raising their own food. Urban factories, too, might be moved to rural surroundings where the former urban workers could also raise their own food.

A DECLINE in farm real estate taxes, like other taxes, means little if farm land values against which taxes are levied, and the incomes of farmers, fall more rapidly than do the drop in taxes. This was the case in 1929 to 1932. For the first time since 1918 tax payments decreased in relation to land values from 1932 to 1933 in 16 states reasonably representative of the country as a whole.

THE NEW order of May 18 further defining farmers' and consumers' cooperatives provides in part that all cooperatives must be actually organized under the cooperative laws of a state or territory and that not more than 50 percent of their business must be done with non-members. Only those cooperatives who do business within the terms of this order are entitled to exemptions from provisions of Codes. Copies of the order may be obtained from the National Recovery Administration, Washington.

YOUR FOOD BILL

CITY RETAIL prices of foods continued to rise moderately in May. Bureau of Labor Statistics index for May 22 was 108.4 (or 8.4 percent above 1913). On May 8 it was 108.2 and on April 24, 107.3. Present retail prices are about 16 percent above last May.

THE COST of a month's supply of 14 foods for a typical family was $18.02 on May 22, 1934. The farm value of these foods was $6.29, leaving $11.73 to pay for transportation, processing and marketing.

THUS THE farmer got 35¢ of the consumer's dollar. This marks a slight increase in the middleman's share, partly due to the hog processing tax.

MAY, 1934, marked the end of the first year of national agricultural adjustment. It finds farm-prices up 19 percent over May, 1933.

THIS RISE need not cause an equal price increase to consumers because, as we have seen, the farmer's share in retail price of food is a minor one.

IN THE case of those 14 foods, for instance, a 19 percent farm-price rise would mean about 7 percent increase in retail price. This, however, does not allow for the processing tax.

IF THE DEALER'S share is increased only enough to pay such taxes and to cover increased wage rates neither farmer nor consumer will complain; for part of such increase goes back to the farmer as benefit payments and part goes back to consumers in the form of higher wages and greater purchasing power.

CHANGES IN RETAIL FOOD PRICES IN 51 CITIES

Kind of Food	May 15 1933	May 8 1934	May 22 1934	Change in year
Dairy Products				
Milk, qt.	10.0	11.1	11.1	+ 11.1
Cheese, lb.	22.3	23.3	23.4	+ 4.9
Butter, lb.	28.2	29.6	29.6	+ 5.0
Beef				
Roundsteak, lb.	24.6	27.2	27.6	+ 12.2
Rib roast, lb.	20.8	22.0	22.2	+ 6.7
Chuck roast, lb.	15.1	16.1	16.2	+ 7.3
Lamb				
Leg of lamb, lb.	21.4	27.6	27.8	+ 29.9
Breast lamb, lb.	—	11.5	11.6	—
Square chuck, lb.	—	20.2	20.2	—
Pork				
Chops, lb.	18.0	24.3	23.9	+ 32.8
Lard, lb.	8.9	10.1	10.1	+ 13.5
Whole smo. ham, lb.	—	18.8	19.3	+ —
Poultry				
Hens, lb.	21.5	25.4	25.4	+ 18.1
Eggs, doz.	20.3	23.3	23.4	+ 15.3
Bread				
White, lb.	6.5	8.0	8.0	+ 23.1
Rye, lb.	—	8.6	8.6	—
Whole wheat, lb.	—	8.7	8.7	—
Cereal products				
Flour, lb.	3.4	4.7	4.7	+ 38.2
Macaroni, lb.	14.4	15.6	15.6	+ 8.3
Wheat cereal, 28 oz.	22.3	24.2	24.2	+ 8.5
Vegetables - canned				
Corn, #2 can	9.8	11.3	11.3	+ 15.3
Peas, #2 can	12.7	16.6	16.8	+ 32.3
Tomatoes, #2 can	8.7	10.6	10.6	+ 21.8
Vegetables - fresh				
Potatoes, lb.	1.7	2.7	2.7	+ 58.8
Onions, lb.	3.9	4.5	4.4	+ 12.8
Cabbage, lb.	5.2	3.7	3.7	- 28.8
Vegetables - fresh				
Lettuce, head	—	10.1	10.8	—
Spinach, lb.	—	6.8	6.0	—
Carrots, bunch	—	5.6	5.4	—
Fruit - canned				
Peaches, #2½ can	—	18.1	18.1	—
Pears, #2½ can	—	21.0	21.0	—
Pineapple, #2½ can	—	22.0	22.0	—
Fruit, fresh				
Apples, lb.	—	6.9	7.0	—
Bannas, doz.	22.4	22.5	22.2	- 0.9
Oranges, doz.	26.0	2[illegible].7	32.9	+ 26.5

Average Retail Prices, May 22, 1934 (cents)			
Markets	MILK (qt.)	Butter (lb.)	Cheese (lb.)
United States	11.1	29.6	23.4
Atlanta	12.0	31.9	21.5
Baltimore	11.0	32.5	25.4
Birmingham	13.5	29.9	19.0
Boston	10.7	31.5	26.0
Bridgeport	14.0	31.3	28.6
Buffalo	11.0	29.1	24.6
Butte	11.0	25.3	19.5
Charleston, S. C.	14.0	29.6	20.9
Chicago	8.0	29.4	26.5
Cincinnati	11.0	28.8	25.1
Cleveland	10.0	30.0	25.7
Columbus	9.0	28.9	24.7
Dallas	9.0	27.8	22.6
Denver	10.0	28.6	23.1
Detroit	10.0	30.4	23.6
Fall River	12.0	30.9	26.2
Houston	11.3	30.4	19.3
Indianapolis	9.0	29.5	21.1
Jacksonville	14.0	29.4	19.8
Kansas City	11.0	28.1	21.0
Little Rock	12.0	26.4	18.4
Los Angeles	10.0	26.6	22.2
Louisville	11.0	29.8	25.3
Manchester	11.0	30.7	24.5
Memphis	11.0	28.9	18.8
Milwaukee	9.0	28.6	22.3
Minneapolis	9.0	28.5	22.2
Mobile	12.3	28.7	20.9
Newark	12.0	32.2	24.0
New Haven	14.0	32.6	30.4
New Orleans	10.0	29.5	21.3
New York	12.0	31.5	27.4
Norfolk	14.0	30.5	20.6
Omaha	9.0	28.4	23.3
Peoria	10.2	27.7	21.6
Philadelphia	11.0	32.9	28.1
Pittsburgh	11.7	30.2	25.9
Portland, Me.	11.0	32.4	25.9
Portland, Ore.	10.4	25.9	20.9
Providence	12.0	30.8	25.4
Richmond	12.0	31.4	21.9
Rochester	11.0	28.9	25.5
St. Louis	11.0	29.8	23.1
St. Paul	9.0	28.5	23.4
Salt Lake City	10.0	25.4	16.6
San Francisco	12.0	27.5	27.4
Savannah	13.7	30.4	20.4
Scranton	11.0	30.5	25.3
Seattle	9.7	27.7	20.1
Springfield, Ill.	10.0	28.0	22.2
Washington, D. C.	13.0	31.9	25.7

DAIRY PRODUCTS

PRACTICALLY NO change occurred in consumers' prices of dairy products between May 8 and 22.... Average prices of fresh milk and butter stayed the same... Cheese prices are reported up 0.1 cent a pound.

USUALLY at this time of the year, prices of dairy products fall off a little. This year butter production has been somewhat below last year, due to poor pasture conditions and to high feed costs. Also the government has been buying butter for relief purposes which has helped to keep the surplus off the market.

DROUGHT in the middle-western States is making poor pasture conditions in the butter producing area... The condition of hay crops and pastures as reported by the Bureau of Agricultural Economics on May 1 was lower than reported on that date in any of the past 50 years... The June crop report, to be issued after the CONSUMERS' GUIDE goes to press, will indicate how hay and pastures were affected by weather conditions during May.

BREAD

BREAD prices stayed the same during the two weeks ending May 22. White bread continues to sell for an average price of 8 cents a pound. This price has been maintained since the middle of March.

THERE continues to be a marked difference in the price charged for bread in the different cities. In Jacksonville consumers still have to pay 9.6 cents a pound, in Butte 9.5 cents, Scranton and Seattle 9.3 cents, San Francisco 9.2 cents, and in Savannah 9.1 cents.

IF THE BAKERS' new code goes into operation, consumers may see something very valuable come out of Clause VI-4 (i).

Within four weeks after the effective date of this code, the clause reads, the Code Authority shall have the power to appoint a committee from the Industry to work in collaboration with government agencies designated by the Administrator in the study of standards of quality, nomenclature, weight, labeling and dating of bakery products. This committee shall within six months after its appointment submit a report together with recommendations to the Administrator.

Average Retail Prices, May 22, 1934 (cents)

Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States	8.0	8.6	8.7
Atlanta	8.8	9.6	8.6
Baltimore	8.3	8.7	9.8
Birmingham	8.7	9.8	9.2
Boston	7.5	8.7	8.1
Bridgeport	7.7	8.3	8.4
Buffalo	8.3	8.1	9.1
Butte	9.5	9.7	9.5
Charleston, S. C.	8.8	9.5	10.4
Chicago	7.3	7.5	8.9
Cincinnati	7.0	8.7	9.1
Cleveland	7.0	7.6	8.0
Columbus	7.4	7.9	8.3
Dallas	7.8	7.8	7.6
Denver	7.2	8.9	7.5
Detroit	7.2	7.5	7.5
Fall River	7.3	8.1	8.5
Houston	7.8	8.0	7.6
Indianapolis	7.3	7.8	8.8
Jacksonville	9.6	9.8	10.0
Kansas City	8.1	8.4	8.7
Little Rock	8.9	9.0	9.5
Los Angeles	8.2	9.3	8.5
Louisville	6.8	7.8	8.0
Manchester	7.5	8.3	7.6
Memphis	8.0	8.7	9.1
Milwaukee	7.2	7.1	7.6
Minneapolis	8.1	8.9	9.3
Mobile	8.8	9.7	9.7
Newark	9.1	9.3	9.6
New Haven	7.6	8.3	8.5
New Orleans	8.0	8.9	9.6
New York	8.8	8.8	9.2
Norfolk	8.2	8.7	9.3
Omaha	8.2	8.5	8.0
Peoria	7.4	9.0	8.8
Philadelphia	8.5	9.1	9.7
Pittsburgh	8.2	8.7	9.1
Portland, Me.	7.7	9.3	8.6
Portland, Ore.	8.3	9.0	8.2
Providence	7.3	8.2	8.7
Richmond	8.5	8.4	9.4
Rochester	8.0	8.0	8.7
St. Louis	7.3	8.3	9.2
St. Paul	8.3	9.1	9.5
Salt Lake City	7.5	9.2	7.8
San Francisco	9.2	8.7	8.7
Savannah	9.1	9.6	10.0
Scranton	9.3	9.7	9.4
Seattle	9.3	9.8	9.2
Springfield, Ill.	8.5	9.1	9.5
Washington, D. C.	8.3	8.9	8.9

Average Retail Prices, May 22, 1934 (cents)			
Markets	Flour (lb.)	Macaroni (lb.)	Whole cereal (28 oz.pkg)
United States	4.7	15.6	24.2
Atlanta	5.3	16.2	25.9
Baltimore	4.8	15.5	23.3
Birmingham	4.8	13.7	25.2
Boston	5.0	16.7	24.0
Bridgeport	5.3	16.3	24.5
Buffalo	4.7	16.3	26.8
Butte	4.2	15.9	25.9
Charleston, S. C.	5.3	15.4	24.9
Chicago	4.4	14.7	24.2
Cincinnati	4.6	15.4	21.5
Cleveland	4.5	15.9	23.3
Columbus	4.2	17.0	25.6
Dallas	4.6	15.9	24.5
Denver	3.7	17.2	22.9
Detroit	4.3	13.6	23.5
Fall River	5.1	15.9	22.8
Houston	4.7	13.3	21.4
Indianapolis	4.3	16.1	26.8
Jacksonville	5.4	15.2	25.4
Kansas City	4.4	15.7	23.3
Little Rock	4.7	16.5	28.5
Los Angeles	4.4	14.6	24.2
Louisville	4.7	14.1	24.0
Manchester	5.5	18.0	25.2
Memphis	5.6	15.0	25.2
Milwaukee	4.5	14.5	23.3
Minneapolis	4.5	13.7	23.5
Mobile	4.9	16.1	24.3
Newark	5.0	16.1	22.8
New Haven	5.2	16.2	23.8
New Orleans	5.8	10.0	24.2
New York	5.1	16.8	23.1
Norfolk	4.7	15.8	24.5
Omaha	4.2	18.9	24.5
Peoria	4.6	16.9	25.6
Philadelphia	4.8	16.6	22.2
Pittsburgh	4.2	15.3	23.3
Portland, Me.	4.9	17.0	24.7
Portland, Ore.	4.1	17.7	24.9
Providence	5.1	16.0	22.6
Richmond	4.7	15.4	23.3
Rochester	5.1	15.6	25.0
St. Louis	4.7	16.8	24.3
St. Paul	4.5	14.0	23.3
Salt Lake City	3.6	16.1	25.4
San Francisco	4.9	16.1	24.3
Savannah	5.2	15.6	22.8
Scranton	4.9	16.7	22.9
Seattle	3.9	16.0	25.7
Springfield, Ill.	4.5	15.9	24.9
Washington, D. C.	4.7	15.6	24.2

CEREAL PRODUCTS

RETAIL prices of flour, macaroni, wheat cereal were reported the same on May 22 as on May 8.

COMPARING these prices with prices of a year ago we find that flour costs the consumer about 38 percent more than it did last year while macaroni and wheat cereal cost between 8 percent and 9 percent more than they did last year.

THESE increases in price have been due mainly to the higher prices of wheat resulting from the small crop last year and from some other factors such as the drop in the value of the dollar in foreign exchange and the wheat processing tax.

DURING the last two weeks in May there was a marked rise in the wheat market due to drought conditions and the anticipation of a small wheat crop in 1934. If the drought continues to be severe wheat prices may continue to be higher than they were early this spring.

FROM April 15 to May 15 the farm price of wheat rose only slightly from 68.7 cents a bushel to 69.5 cents.

BEEF

RETAIL beef prices continue to go up. During the two weeks ending May 22 the average price of round steak went up 4/10 cent a pound, rib roast 2/10 cent and chuck roast 1/10 cent.

THIS increase in prices is a continuation of a trend which has been noted during the past several weeks. Although beef supplies are fairly large the supplies of pork and other competing meats are rather small and consumer demand appears to be continuing at a fairly high level.

THERE has also been a rise in the prices of beef cattle, both on the wholesale markets and on the farm. On May 15 average farm price of beef cattle was reported at $4.13 per 100 pounds compared with $3.89 on April 15 and $3.79 on March 15.

IF the drought situation now prevailing in the Western States and Great Plains region should continue it may force the shipment of grass cattle in those areas to market earlier and in larger numbers than had been expected.

THERE is not room in the table to quote prices of all cuts of beef. In addition to the three cuts quoted here the Bureau of Labor Statistics quotes prices of sirloin steak and plate beef. The retail price of sirloin steak averaged 31.4 cents a pound and plate beef 10.3 cents.

Average Retail Prices, May 22, 1934 (cents)

Markets	Round steak lb.	Rib Roast lb.	Chuck roast lb.
United States	27.6	22.2	16.2
Atlanta	27.4	21.0	15.6
Baltimore	27.2	23.1	15.4
Birmingham	25.9	22.3	15.3
Boston	36.8	25.2	20.7
Bridgeport	33.8	27.1	20.1
Buffalo	24.7	21.7	15.4
Butte	20.3	16.7	12.9
Charleston, S. C.	26.4	21.5	14.4
Chicago	25.8	23.6	16.2
Cincinnati	26.9	22.2	14.4
Cleveland	26.3	22.9	18.0
Columbus	27.9	23.7	18.1
Dallas	28.6	21.7	15.8
Denver	23.3	18.3	14.8
Detroit	27.6	21.9	16.9
Fall River	34.3	22.8	17.6
Houston	26.9	21.7	13.9
Indianapolis	28.9	25.7	18.7
Jacksonville	24.2	21.2	14.9
Kansas City	23.8	18.7	14.7
Little Rock	24.5	18.9	14.4
Los Angeles	23.2	18.4	13.6
Louisville	27.1	18.8	15.3
Manchester	33.9	22.3	18.3
Memphis	27.1	20.5	13.6
Milwaukee	24.3	19.9	16.3
Minneapolis	24.1	20.6	15.8
Mobile	25.5	18.1	13.8
Newark	34.7	26.3	18.5
New Haven	36.0	28.2	21.1
New Orleans	25.7	23.2	16.2
New York	32.9	27.2	18.9
Norfolk	26.5	24.0	15.8
Omaha	24.2	16.5	14.2
Peoria	24.9	17.0	14.4
Philadelphia	31.7	28.6	19.3
Pittsburgh	28.1	23.4	15.7
Portland, Me.	35.2	22.8	17.7
Portland, Ore.	22.1	18.1	14.5
Providence	33.7	25.7	19.8
Richmond	28.6	24.6	16.4
Rochester	25.4	20.8	16.1
St. Louis	29.3	19.6	15.0
St. Paul	23.8	20.2	15.3
Salt Lake City	23.3	18.7	14.7
San Francisco	26.0	23.6	15.0
Savannah	24.1	22.1	15.0
Scranton	31.0	24.0	19.2
Seattle	25.3	22.0	16.0
Springfield, Ill.	26.9	17.2	15.1
Washington, D. C.	30.5	24.0	16.6

Average Retail Prices, May 22, 1934 (cents)

Markets	Chops (lb.)	Lard (lb.)	Wh.smo.ham (lb.)
United States	23.9	10.1	19.3
Atlanta	23.0	9.9	18.2
Baltimore	23.1	9.4	18.6
Birmingham	20.0	8.8	17.8
Boston	24.2	10.4	21.3
Bridgeport	26.2	10.3	19.9
Buffalo	25.4	9.2	19.3
Butte	20.8	11.3	19.4
Charleston, S. C.	19.1	10.7	17.5
Chicago	24.5	9.8	19.2
Cincinnati	23.3	11.2	17.3
Cleveland	25.2	11.8	19.5
Columbus	26.3	9.2	18.8
Dallas	23.3	11.8	19.3
Denver	23.6	10.2	20.4
Detroit	27.0	9.7	20.4
Fall River	25.0	9.4	20.4
Houston	21.2	9.2	19.0
Indianapolis	23.6	10.1	19.4
Jacksonville	20.2	10.8	18.3
Kansas City	21.0	10.7	18.7
Little Rock	20.3	10.2	18.3
Los Angeles	27.4	10.1	19.1
Louisville	21.7	9.7	17.1
Manchester	23.6	10.2	19.8
Memphis	21.4	8.7	19.5
Milwaukee	23.8	10.6	18.4
Minneapolis	24.1	9.7	18.6
Mobile	20.8	9.9	18.6
Newark	26.0	9.8	19.7
New Haven	26.4	11.1	22.4
New Oreleans	21.9	9.5	19.2
New York	25.4	10.9	19.9
Norfolk	22.6	9.8	18.4
Omaha	20.6	10.3	18.8
Peoria	22.1	10.5	19.5
Philadelphia	28.1	10.4	18.6
Pittsburgh	24.9	9.9	19.1
Portland, Me.	24.5	10.0	19.9
Portland, Ore.	25.1	10.7	20.4
Providence	25.6	9.6	19.3
Richmond	23.8	9.6	18.6
Rochester	25.7	9.5	19.2
St. Louis	22.3	9.1	19.3
St. Paul	22.7	9.9	18.6
Salt Lake City	24.3	11.5	21.4
San Francisco	21.1	11.0	21.6
Savannah	19.4	10.4	17.0
Scranton	25.1	10.8	19.3
Seattle	27.0	10.8	21.8
Springfield, Ill.	21.4	9.6	19.8
Washington, D. C.	25.1	9.8	19.5

Pork

RETAIL prices of fresh pork products dropped a little during the two weeks ending May 22. During April prices of these fresh pork products rose steadily while prices of cured pork such as hams, picnics, salt pork and bacon increased only moderately.

DURING the two weeks ending May 22 the average price of loin roast dropped 3/10 cent a pound and pork chops 4/10 cent. On the other hand the price of whole hams went up 1/2 cent, picnics up 1/10 cent and bacon up 1/10 cent. This recent drop in prices of fresh pork and the increase in the price of cured pork are tending to bring about a more normal relation between the two. Prices of cured pork have been relatively low because of the fact that large quantities of pork were bought for storage some months ago at lower prices. Some packers who do not have storage facilities have complained that they could make little profit during the past two or three months.

THE farm price of hogs dropped from $3.88 a 100 pounds on March 15 to $3.49 on April 15 and to $3.17 on May 15. A year ago on May 15, 1933 the price was $3.88. In making this comparison, however, it should be remembered that at the present time a processing tax of $2.25 is being collected and that the receipts from this tax will be used to make benefit payments to hog producers.

LAMB

RETAIL prices of lamb continue to rise although the increase from May 8 to May 22 was rather moderate. The average price of leg of lamb went up 2/10 cents a pound, breast of lamb up 1/10 cent and rib chops up 1/10 cent, while there was no change in the price of square chuck.

Lamb prices usually come down a little at this time of the year as the marketings of new crop of lambs increase. This year the drought may force some lambs to market earlier than they would ordinarily be shipped.

THE average farm price of lambs on May 15 was reported at $6.95 a 100 pounds which is 98 percent of the pre-war parity price. The farm price of wool on May 15 was 110 percent of pre-war parity. The only other farm price which is reported at close to parity is the price of apples which is 98 percent of the pre-war parity.

Average Retail Prices, May 22, 1934 (Cents)

Markets	Leg of lamb lb.	Breast lamb lb.	Square chuck lb.
United States	27.8	11.6	20.2
Atlanta	26.9	11.0	17.4
Baltimore	28.7	13.0	22.0
Birmingham	27.3	11.7	14.6
Boston	27.0	14.5	17.0
Bridgeport	27.5	9.8	22.2
Buffalo	26.1	11.8	22.2
Butte	27.8	10.9	21.8
Charleston, S. C.	27.4	14.6	18.2
Chicago	26.4	10.4	21.9
Cincinnati	33.5	16.7	26.0
Cleveland	29.9	11.8	24.1
Columbus	31.2	12.3	20.5
Dallas	27.1	14.1	17.9
Denver	26.7	11.0	19.7
Detroit	28.6	13.5	26.7
Fall River	26.8	10.2	18.4
Houston	28.9	12.0	16.7
Indianapolis	27.8	13.1	20.8
Jacksonville	27.5	10.7	17.0
Kansas City	27.1	11.4	17.6
Little Rock	27.8	12.4	17.7
Los Angeles	22.9	10.9	15.8
Louisville	36.4	18.8	16.3
Manchester	27.4	13.5	19.4
Memphis	28.8	12.1	17.7
Milwaukee	27.6	9.9	22.2
Minneapolis	26.5	9.8	20.8
Mobile	28.5	13.9	17.9
Newark	27.7	12.7	24.3
New Haven	28.8	12.5	24.2
New Orleans	26.9	11.0	16.2
New York	27.5	11.1	20.2
Norfolk	27.3	10.0	17.2
Omaha	24.9	7.5	16.5
Peoria	28.9	13.0	21.3
Philadelphia	29.6	8.3	20.3
Pittsburgh	27.7	12.6	19.8
Portland, Me.	26.7	16.8	19.5
Portland, Ore.	25.7	10.1	18.5
Providence	26.9	10.0	21.4
Richmond	27.3	12.2	21.7
Rochester	26.9	12.1	22.2
St. Louis	28.8	13.6	20.0
St. Paul	24.8	9.5	21.3
Salt Lake City	27.1	9.5	19.0
San Francisco	26.0	9.4	16.2
Savannah	27.4	11.6	17.9
Scranton	30.4	11.7	22.2
Seattle	25.2	11.4	19.1
Springfield, Ill.	27.5	10.5	18.9
Washington, D. C.	28.0	10.9	20.9

Average Retail Prices, May 22, 1934 (Cents)		
Markets	Hens lb.	Eggs doz
United States	25.4	23.4
Atlanta	21.8	23.3
Baltimore	27.7	22.8
Birmingham	16.5	20.1
Boston	29.9	33.8
Bridgeport	29.9	31.1
Buffalo	26.3	23.7
Butte	19.7	20.8
Charleston, S. C.	22.9	22.2
Chicago	27.7	25.3
Cincinnati	25.5	20.6
Cleveland	26.0	23.4
Columbus	24.5	18.3
Dallas	21.2	21.7
Denver	20.6	22.1
Detroit	27.4	21.7
Fall River	29.1	28.4
Houston	23.4	20.3
Indianapolis	23.8	19.3
Jacksonville	24.2	24.3
Kansas City	20.8	22.0
Little Rock	18.5	18.3
Los Angeles	28.3	22.1
Louisville	21.4	20.3
Manchester	28.1	27.1
Memphis	19.7	19.8
Milwaukee	24.4	21.0
Minneapolis	24.3	21.4
Mobile	17.8	18.0
Newark	30.1	32.5
New Haven	31.2	31.4
New Orleans	22.7	20.8
New York	28.9	33.0
Norfolk	24.7	22.5
Omaha	19.9	17.7
Peoria	21.9	17.5
Philadelphia	30.4	28.2
Pittsburgh	26.5	23.7
Portland, Me.	28.2	27.2
Portland, Ore.	23.7	20.6
Providence	29.2	28.4
Richmond	27.5	20.4
Rochester	26.8	23.9
St. Louis	22.8	19.5
St. Paul	22.9	21.0
Salt Lake City	23.8	21.3
San Francisco	32.7	23.5
Savannah	20.0	21.7
Scranton	29.6	25.7
Seattle	25.5	24.5
Springfield, Ill.	21.0	16.8
Washington, D. C.	31.5	27.1

POULTRY

PRICES of hens and eggs to consumers during the two weeks ending May 22 showed practically no change. The average United States price of hens remained the same and the average price of eggs went up 1/10 cent a dozen.

THIS is the season of the year when egg prices are at their lowest and when egg quality is particularly good.

FARM prices of eggs have not mounted as fast as consumers' prices have. On May 15 they averaged 13.3 cents a dozen compared with the city retail price of 23.4 cents. A year ago the farm price was 11.8 cents and the city retail price was 20.3 cents.

VEGETABLES

(Fresh)

AVERAGE prices of potatoes were unchanged during May although wholesale market prices fell off. The shipments of new potatoes are running well above last year but the shipments of old stock are about the same as last year. Louisiana, South Carolina, Alabama, and Texas are supplying the market with new potatoes.

ONION prices dropped slightly--1/10 of a cent a pound--during the two weeks ending May 22. Supplies of new onions in May were above last year but recently have fallen off rather sharply.

CABBAGE prices continue low. The early crop is large and supplies in the market are heavy. Up to June 2 shipments were 17,625 cars compared with 11,360 cars last year. Mississippi and Tennessee are now supplying a large part of the cabbage. Supplies will probably continue large for several weeks.

Average Retail Prices, May 22, 1934 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cebbage (lb.)
United States	2.7	4.4	3.7
Atlanta	3.3	4.6	2 5
Baltimore	3.3	4.4	4.3
Birmingham	3.2	4.8	2.1
Boston	2.6	4.4	4.7
Bridgeport	2.7	4.7	4.3
Buffalo	2.4	4.3	3.6
Butte	1.3	5.0	4.5
Charleston, S. C.	2.9	5.2	2.5
Chicago	2.5	4.2	3.4
Cincinnati	2.9	4.6	3.4
Cleveland	3.1	4.5	3.6
Columbus	2.7	5.0	3.8
Dallas	3.8	5.2	3.2
Denver	2.4	4.5	3.8
Detroit	2.3	4.0	3.4
Fall River	2.7	4.9	4.7
Houston	2.9	3.4	1.9
Indianapolis	2.5	4.7	3.9
Jacksonville	2.6	4.2	2.1
Kansas City	2.6	5.2	3.4
Little Rock	2.5	4.2	2.7
Los Angeles	2.5	3.1	1.6
Louisville	2.8	4.8	4.2
Manchester	2.4	5.1	4.8
Memphis	2.7	4.5	2.6
Milwaukee	2.3	4.0	3.5
Minneapolis	2.5	4.9	4.3
Mobile	2.3	3.4	2.0
Newark	3.7	4.1	3.8
New Haven	2.8	5.1	5.3
New Orleans	2.4	3.2	3.0
New York	3.7	4.4	4.9
Norfolk	3.2	5.1	4.3
Omaha	2.3	5.5	4.1
Peoria	2.2	5.8	4.0
Philadelphia	3.4	3.9	4.2
Pittsburgh	3.2	4.7	3.9
Portland, Me.	2.5	4.9	4.9
Portland, Ore.	1.6	3.5	3.4
Providence	2.6	4.3	4.2
Richmond	3.5	4.9	4.0
Rochester	2.2	4.5	4.2
St. Louis	2.3	4.2	3.0
St. Paul	2.5	4.8	4.3
Salt Lake City	1.7	4.3	4.1
San Francisco	2.4	3.6	--
Savannah	2.5	4.5	3.4
Scranton	2.9	4.2	3.8
Seattle	2.2	3.4	3.8
Springfield, Ill.	2.1	5.4	3.6
Washington, D. C.	3.6	5.0	4.2

Average Retail Prices, May 22, 1934 (Cents)

Markets	Lettuce head	Spinach lb.	Carrots bunch
United States	10.8	6.0	5.4
Atlanta	9.5	7.2	6.3
Baltimore	12.8	6.7	6.4
Birmingham	10.1	--	5.4
Boston	13.4	5.9	6.3
Bridgeport	13.8	7.7	6.6
Buffalo	11.1	7.3	5.7
Butte	10.8	5.8	5.4
Charleston, S. C.	10.1	7.6	5.0
Chicago	12.7	7.9	5.2
Cincinnati	10.8	5.9	5.4
Cleveland	13.3	6.6	5.5
Columbus	12.9	7.1	6.7
Dallas	7.7	6.3	4.5
Denver	10.5	3.4	5.1
Detroit	12.2	6.3	5.2
Fall River	14.5	7.2	6.5
Houston	6.5	6.0	4.3
Indianapolis	12.6	6.5	5.8
Jacksonville	8.3	6.1	5.8
Kansas City	10.7	5.8	5.3
Little Rock	6.5	5.3	4.4
Los Angeles	6.5	2.5	1.9
Louisville	11.9	4.8	4.6
Manchester	14.9	8.7	6.8
Memphis	8.7	--	5.3
Milwaukee	10.9	6.6	4.8
Minneapolis	12.0	8.5	5.5
Mobile	8.8	5.3	4.6
Newark	13.2	5.2	5.6
New Haven	13.0	8.4	6.6
New Orleans	9.5	--	3.2
New York	13.2	6.2	6.7
Norfolk	12.9	4.4	7.0
Omaha	11.3	5.3	5.1
Peoria	9.8	6.5	6.3
Philadelphia	12.1	6.5	5.9
Pittsburgh	12.7	6.9	5.8
Portland, Me.	12.7	7.1	5.9
Portland, Ore.	5.0	3.7	4.2
Providence	14.6	5.5	6.6
Richmond	11.1	5.4	7.7
Rochester	11.8	7.7	6.1
St. Louis	11.1	3.1	4.7
St. Paul	12.3	7.8	5.6
Salt Lake City	6.3	3.5	4.8
San Francisco	5.1	5.7	2.5
Savannah	9.2	9.3	6.7
Scranton	12.3	6.9	6.2
Seattle	5.3	3.8	4.7
Springfield, Ill.	10.4	6.3	5.2
Washington, D. C.	12.4	5.5	7.7

VEGETABLES

(Fresh)

CONSUMERS paid an average of 7/10 of a cent a head more for lettuce on May 22 than on May 8. Shipments have been falling off a little although during most of the early season they have been above last year. Most of the present lettuce supply is coming from California and Washington although the intermediate states are now starting to ship.

SPINACH prices dropped 8/10 of a cent a pound as the second early states began to ship. A drop in spinach prices is normal at this time of the year.

THE average retail price of carrots dropped 2/10 of a cent a bunch. The crop is large and market receipts have been heavy.

FRUIT

(Fresh)

ORANGE prices to consumers went up rather sharply from an average of 29.7 cents a dozen on May 8 to 32.9 cents on May 22. This is partly a result of the usual seasonal increase in demand at this time of the year. Another important reason is that shipments of oranges are running considerably below last year. Wholesale prices rose rapidly in May and the price of Valencias in New York City averaged the highest of any May since 1930.

APPLE prices continued a moderate rise and went up 1/10 of a cent a pound during the two weeks. Farm prices in May were about 4 cents a bushel above April. Shipments continue below last year.

BANANA prices continue low--slightly below last year.

Average Retail Prices, May 22, 1934 (cents

Markets	Apples (lb.)	Bananas (doz.-lb.*)	Oranges (doz.)
United States	7.0	22.2	32.9
Atlanta	6.9	21.0	24.8
Baltimore	7.6	18.9	38.2
Birmingham	7.5	*5.5	24.9
Boston	6.8	*5.5	35.0
Bridgeport	6.2	*6.1	35.7
Buffalo	5.3	24.6	31.9
Butte	8.1	*7.7	28.9
Charleston, S. C.	4.6	17.6	23.8
Chicago	7.2	*6.7	37.0
Cincinnati	6.3	*6.2	35.2
Cleveland	6.7	*5.8	35.5
Columbus	7.5	*6.4	34.5
Dallas	--	*6.5	33.4
Denver	7.7	*7.4	30.1
Detroit	6.9	*5.6	35.1
Fall River	8.8	*6.6	35.2
Houston	--	19.2	32.3
Indianapolis	6.9	*7.4	31.4
Jacksonville	6.9	14.3	19.9
Kansas City	7.7	*6.5	34.0
Little Rock	7.2	*5.5	32.0
Los Angeles	7.8	*5.7	17.6
Louisville	7.7	*7.0	33.3
Manchester	4.7	*6.2	37.9
Memphis	9.0	*5.8	35.9
Milwaukee	6.8	*6.4	32.4
Minneapolis	7.7	*7.5	33.1
Mobile	6.3	16.9	27.9
Newark	6.9	23.7	36.9
New Haven	6.0	24.6	38.4
New Orleans	--	16.6	26.3
New York	8.4	23.1	38.4
Norfolk	7.4	24.6	33.3
Omaha	7.5	*7.5	32.1
Peoria	8.6	*7.0	33.1
Philadelphia	7.4	20.5	37.4
Pittsburgh	5.5	24.7	36.4
Portland, Me.	4.4	*7.9	37.5
Portland, Ore.	5.1	*7.0	27.0
Providence	7.6	*6.0	36.9
Richmond	7.0	22.9	32.5
Rochester	5.3	22.1	32.7
St. Louis	7.4	*6.4	32.2
St. Paul	8.3	*8.0	35.2
Salt Lake City	6.8	*7.6	28.3
San Francisco	6.0	21.6	24.4
Savannah	6.4	19.8	23.2
Scranton	5.7	18.8	31.9
Seattle	4.7	*7.2	26.4
Springfield, Ill.	7.8	*6.4	37.3
Washington, D. C.	8.0	22.5	36.3

Average Retail Prices, May 22, 1934 (Cents)

Markets	Peaches # 2 1/2 can	Pears # 2 1/2 can	Pineapple # 2 1/2 can	Corn # 2 can	Peas # 2 can	Tomatoes # 2, 2 1/2* can
United States	18.1	21.0	22.0	11.3	16.8	10.6
Atlanta	18.4	22.6	22.4	11.6	18.3	10.0
Baltimore	16.3	19.0	19.8	12.8	16.1	10.5
Birmingham	18.2	23.4	22.6	11.8	17.6	10.1
Boston	19.2	21.2	22.1	13.1	17.3	12.5
Bridgeport	19.0	23.2	22.2	13.3	18.9	12.5
Buffalo	18.2	21.6	21.8	11.4	15.8	11.6
Butte	19.0	21.2	24.0	11.3	14.9	11.5
Charleston, S. C.	16.3	21.0	21.0	10.3	17.0	9.6
Chicago	19.6	22.8	23.3	11.6	15.4	11.8
Cincinnati	18.4	22.3	22.5	10.8	15.5	10.8
Cleveland	19 0	21.7	22.1	11.8	17.1	11.0
Columbus	18.0	22.3	23.2	10.1	17.5	10.4
Dallas	19.5	22.8	23.0	12.0	19.0	10.4
Denver	19.2	21.4	23.6	11.4	17.9	11.1
Detroit	17.7	20.5	22.6	10.4	18.1	10.8
Fall River	18.5	21.4	21.0	11.1	17.4	11.4
Houston	16.4	19.4	20.8	11.0	15.5	9.3
Indianapolis	18.2	25.7	23.3	10.1	16.8	10.5
Jacksonville	15.8	19.7	20.3	11.5	16.0	8.8
Kansas City	18.5	21.7	23.4	10.1	16.6	9.6
Little Rock	19.4	23.0	22.6	10.4	16.3	9.5
Los Angeles	15.0	17.7	19.4	10.5	16.0	*13.0
Louisville	19.2	21.4	21.5	9.3	15.1	9.3
Manchester	19.6	21.2	22.9	12.8	17.4	12.6
Memphis	17.1	20.9	22.0	10.1	15.4	9.1
Milwaukee	19.4	19.4	24.2	11.6	17.5	12.0
Minneapolis	19.8	23.1	23.7	9.6	17.1	11.0
Mobile	16.5	18.4	18.9	10.3	15.6	9.6
Newark	15.9	18.5	20.6	11.4	16.3	10.9
New Haven	20.1	25.6	23.1	14.4	18.4	13.4
New Orleans	17.1	19.6	20.5	11.1	16.8	10.1
New York	16.7	19.1	20.3	11.4	16.4	11.0
Norfolk	17.5	22.7	23.0	10.6	15.8	9.3
Omaha	19.6	21.7	22.9	10.4	15.9	10.6
Peoria	19.9	22.6	22.8	11.6	15.8	11.3
Philadelphia	16.7	18.4	21.4	11.8	16.9	11.5
Pittsburgh	17.8	21.0	22.5	10.9	15.6	10.4
Portland, Me.	19.6	22.5	23.0	11.5	17.3	11.4
Portland, Ore.	18.2	18.3	21.4	12.6	17.3	*14.0
Providence	18.4	20.2	21.8	11.9	18.4	11.0
Richmond	17.1	21.8	22.5	10.4	18.5	8.9
Rochester	19.7	20.2	22.6	12.1	16.3	11.9
St. Louis	17.6	21.1	22.6	10.6	17.5	9.5
St. Paul	19.5	23.5	23.3	11.1	16.1	11.3
Salt Lake City	19.6	21.5	22.6	10.9	15.3	*12.6
San Francisco	15.8	17.9	19.7	10.9	15.5	*12.1
Savannah	18.2	21.9	22.4	10.1	19.3	9.1
Scranton	17.7	20.0	21.0	12.0	16.6	12.0
Seattle	17.6	18.4	21.1	12.0	18.1	*14.5
Springfield, Ill.	19.2	24.3	24.5	10.5	16.5	12.3
Washington, D. C.	16.5	19.6	20.3	10.5	15.1	9.5

NICE JOB !

Fifty-one of the 63 cities covered by the National Milk Survey have now turned in their results. The staff of the Consumers' Counsel is busily engaged in tabulating these results.

Already stark facts showing underconsumption of this important food are coming to light.. Kansas City, Missouri, reports families in typical school districts consume only about 38 percent of the mimimum amount of milk which authorities say is needed for a foundation to good health.. Portland, Oregon, reports consumption of milk and other dairy products is "decidedly below" even the cheapest possible adequate diet.. The Memphis, Tennessee, committee states there is underconsumption in that area.

All these reports — and the data submitted by National Milk Survey Committees in other cities — will be carefully studied, analyzed, and made public shortly.

Meantime, I want to thank the committee of women in each of these cities for the magnificent work they have done. They have carried on a difficult job of organization with intelligence, dispatch, and keenest interest... All of it volunteer service. A fine sample of the valuable service women are ready to give their communities and the nation in tackling a serious economic problem. In uncovering facts about consumption of milk they are contributing to the better solution of one of the major farmer-consumer problems.

Frederic C. Howe

Consummers' Counsel

Issued by the CONSUMERS' COUNSEL of the Agricultural Adjustment Administration
in cooperation with the Bureau of Agricultural Economics, Bureau of Home Economics, Bureau of Labor Statistics.

WASHINGTON, D.C.

VOL. I. No. 19 JUNE 11, 1934